



CREATE VALUE. STAY AHEAD OF THE CURVE.



# SCOTT STEINBERG

KEYNOTE SPEAKER | STRATEGIC CONSULTANT  
BESTSELLING AUTHOR | TECHNOLOGY FUTURIST

AS SEEN IN:



## ENGAGE, INNOVATE AND BECOME INVALUABLE

ACCELERATE GROWTH AND TRANSFORMATION THROUGH  
STRATEGIC INNOVATION AND COMPETITIVE ADVANTAGE



### #1-RANKED BUSINESS STRATEGIST, TECHNOLOGY AND TREND FORECASTER

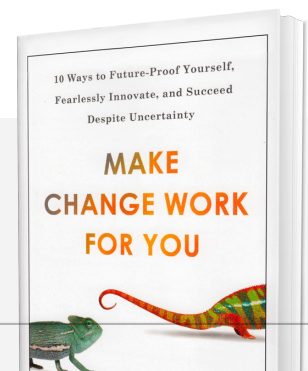
- World-famous for 10+ years of accurately predicting business, consumer and technology trends
- Bestselling author featured in 600+ outlets from NPR to USA Today
- Google's #1-ranked technology expert – seen by 1 billion+ worldwide
- Strategic advisor to Fortune 500 businesses and brands
- Expert columnist on change and innovation for CNN, Rolling Stone and The Huffington Post
- Noted entrepreneur who's built and sold startups and divisions

### SPEAKING TOPICS

- » Business
- » Leadership
- » Management
- » Marketing
- » Sales
- » Social Media
- » Communication
- » Education
- » Healthcare
- » Technology
- » Teamwork
- » Customer Service

### TO BOOK SCOTT PLEASE CONTACT:

Perceptive Research LLC | info@akeynotespeaker.com | 888-507-2246  
www.AKeynoteSpeaker.com



# SPEECHES AND SEMINARS THAT DRIVE RESULTS

- » Create High-Performance Cultures
- » Accelerate Learning and Education
- » Build and Maintain Competitive Advantage
- » Empower Teams and Individuals

- » Enhance Leadership and Decision-Making Skills
- » Improve Sales and Customer Service
- » Shape Powerful Communications Strategy
- » Foster Change and Diversity

“Tremendously entertaining and insightful, Scott’s keynote speaking presentations consistently keep audiences on the edge of their seat. Meeting planners would do well to keep his number on hand.”

**Kristina Hudson, Washington Interactive Network**

“Of all the so-called gurus out there, Scott is far and away the best! His knowledge, dedication and expertise are the reason that we at Procter & Gamble keep coming back!”

**Scott Eisenstein, Procter & Gamble**

“One of the best sessions I have ever attended... Scott’s keynote was inspiring, thought-provoking, and succinct.”

**Logan Vadivelu, IBM**

“Scott’s speeches and presentations not only deliver powerful insight – they also provide massive value for organizations of every kind.”

**Asante Bradford, Georgia Department of Economic Development**

“As a keynote speaker for thousands of EMC employees, customers, and partners, Scott was a dynamo. I highly recommend him... insights from his talk enabled us to spark change and innovation on a global scale.”

**Calvin Smith, EMC**

“Highly recommended... Scott’s strategic thinking is second to none: We’ve enlisted his talents as a speaker on multiple occasions and are constantly begging him to come back.”

**Steve Fowler, Ayzenberg Advertising**

“Scott was phenomenal: We were very impressed by not only his content but also his presentation style. The session was fantastic – I suspect his speech will be a frequently downloaded presentation in our webinar archives.”

**Deborah Kasoff, Consumer Electronics Association**

“One of best-informed and insightful analysts I have encountered. He has a wonderful ability to recognize and communicate patterns that are driving the market.”

**Thomas Ryan, Analyst Strategy Group**

## PARTIAL CLIENT LIST:

- Academy of Television Arts & Sciences
- Academy of Interactive Arts & Sciences
- Activision-Blizzard
- American Express
- American Airlines
- Amtrak
- Atari
- AT&T
- Ayzenberg Group
- Best Buy
- Clear Channel Communications
- Consumer Electronics Association
- Coleman Research Group
- Costco Wholesale
- DARPA
- Dow Jones
- eBay
- Electronic Arts
- EnterpriseSeattle
- ESPN
- FC Business Intelligence
- Georgia Department of Econ. Dev.
- Intel
- Kmart
- LeapFrog
- LG Electronics
- McAfee
- Microsoft
- MTV
- NCR
- Nickelodeon
- Ogilvy
- Qualcomm
- Radio One
- Sears
- Sifteo
- Sony Computer Entertainment America
- Sony Electronics
- Symantec Corp.
- Thomson Reuters
- Turner Broadcasting System
- University of Southern California



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# SCOTT STEINBERG

## KEYNOTE SPEAKING TOPICS



### **LEADING WITH INNOVATION: HOW TO FUTURE-PROOF YOURSELF, FEARLESSLY INNOVATE, AND SUCCEED IN THE NEW NORMAL**

Even the most successful organizations must continually reinvent their products, processes and enterprises to remain market leaders in an age of growing change, connectivity and globalization. In this eye-opening presentation, audiences will learn how to thrive in the new operating reality, create competitive advantage, and successfully leverage new leadership strategies to adapt to changing times. From more powerful ways to unleash innovation to solutions for better capitalizing on cutting-edge advancements, discover how you and your organization can flourish in tomorrow's world – and effectively apply its most crucial success strategies and skills in context.

### **CHANGE MANAGEMENT: CREATING A CULTURE OF INNOVATION**

Finding the courage to embrace change and take chances is the only way to succeed – and stay ahead of the curve. You can empower both individuals and teams to more effectively embrace paradigm shifts, improve organizational learning, and boost productivity with

these proven new approaches to leadership, technology and time management. Bestselling business author and consultant Scott Steinberg explains how the market's most innovative firms are embracing change management, and best practices and leadership pillars you can implement to breed a culture in which innovation thrives.

### **SUCCEEDING IN THE NEW ERA OF SMART**

Technology has become smarter, more affordable and easier to implement than ever, helping put more powerful tools at business fingertips than at any point in history: But how do you maintain competitive advantage when competitors have access to the same tools as well? Discover how market innovators continue to leverage technology and new business advancements to stay ahead of the curve, and ahead of the competition, in this dynamic and engaging presentation from one of the world's leading business strategists. Attendees will learn how the formula for surviving and thriving in dynamic and more demanding markets isn't as difficult as it seems-

and discover what it takes to continually keep themselves at the head of the pack.

### **REDEFINING VALUE: HOW TO GIVE CUSTOMERS WHAT THEY REALLY WANT**

With thousands of businesses and brands competing for shrinking audience awareness, the only guaranteed way to compete is to become an invaluable resource that consistently meets and exceeds customers' needs. Here, audiences learn the tools and methodologies needed to connect and communicate with increasingly savvy and more informed audiences, and reshape products, services and outreach strategies to surprise and delight. In a world of faceless commodities, value growingly accrues to businesses and individuals that speak all customers' language, including clients, strategic partners, media and employees alike. Using the insights gained within, you'll learn to more effectively converse with all, influence perception, and enhance audience takeaway from every interaction.

### **BECOMING ESSENTIAL – BUILDING AND MAINTAINING COMPETITIVE ADVANTAGE**

Change is the only constant modern professionals and organizations can rely on today. In this eye-opening presentation, bestselling business analyst and author Scott Steinberg explains how to avoid becoming a commodity – or worse, obsolete – by preparing you to identify and greet the challenges and opportunities which progress presents. From more powerful ways

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to capitalize on business intelligence and grow brand equity to developing cutting-edge products, services and customer experiences, he demonstrates how you can create and maintain a competitive edge – and effectively apply it in context.

### THE NEW RULES OF MARKETING AND PR

The Internet has changed everything for modern marketing, advertising and public relations (PR) professionals. With connected audiences' attention fractured across blogs, websites, social networks, online video sites and more, suddenly, it's not just about reaching end-users – it's about creating compelling content and stories they'll actively seek out and share. Via the lens of case studies and practical, real-world examples, discover actionable promotional and content strategy solutions that businesses of every size can use to better connect and communicate – and transform the size, shape and volume of conversations overnight.

### MAKING STRATEGIC DECISIONS: HOW TO SPOT AND SEIZE OPPORTUNITIES BEFORE COMPETITORS REACT

Technology, business and social change continues at a blistering clip, as entire industries and trends emerge and evolve in their wake. This powerful, informative presentation illustrates how to implement strategic planning, business intelligence and decision-making frameworks that allow organizations to identify emerging opportunities, and respond, before rivals can react. Using techniques pioneered by leading research and consulting firm TechSavvy Global, whose futurists have helped today's biggest brands anticipate and react to evolving market trends, attendees will learn how to anticipate

and capitalize on new opportunities, and accelerate business growth, before rivals can even react.

### ACHIEVING GREATNESS: ENGAGING AND EMPOWERING INDIVIDUALS AND TEAMS

From executive management to marketing teams, sales representatives and customer service associates, literally every facet of your organization plays a vital role in its continued success. Give individuals and teams the training and skills needed to produce inspiring work, make the most of emerging opportunities and effect unprecedented change by implementing the tools, techniques and processes needed to grow and evolve in today's high-pressure environment. World-renowned analyst and bestselling business author Scott Steinberg, a strategic advisor to Fortune 500 businesses and brands, demonstrates how today's most successful organizations can foster a culture of greatness, and give their people the training and skills required to produce singular results.

### HOW TO REINVENT EDUCATION, HEALTHCARE, SALES AND BUSINESS

In a series of energetic and inspiring presentations, one of today's top technology futurists and business strategists shows modern education, healthcare, sales and business leaders how to enhance learning, improve organizational results, and boost productivity and performance by leveraging new tools, trends and strategies to effect positive change. Through market research,



continued education and practical, real-world insights, attendees (including teachers, healthcare or school administrators, and sales and marketing teams) will learn to recognize and act upon the benefits and opportunities that technology and emerging trends create. Built to empower modern professionals and educators, a range of dynamic discussions and workshops shows how to tap into the power of change and high-tech innovation to build a lasting foundation for professional advancement and growth.

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